CATALOG REQUEST FORM (for smokers age 21 and over)

☐ Check here, fill out this form and sign below to receive the new Adventure Team Gear Catalog and your free gift. Offer good until 6/30/93. Please allow 6-8 weeks for delivery.

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Sample A. Sample
1234 Any Street
Any Town, USA 00000

If your name or address is incorrect, please print the correct information here:

Mr/Mrs/Ms _____

Address _____

City _____ State _____ ZIP _____

Phone # ( ) _____

By responding to the enclosed survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law.

Signature _____ (Required) Date of Birth ____/____/____ (Required)

Please complete the following information, fold and mail.

1. What is your regular brand of cigarettes–that is, the brand you smoke most often?
_____ (Brand name)

2. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's or ☐ 120's

3. Is your regular brand...? (Check one.)
☐ Menthol or ☐ Non-Menthol

4. Is your regular brand...? (Check one.)
☐ Filter or ☐ Non-Filter

5. Is your regular brand...? (Check one.)
☐ Lowest/1 mg. tar ☐ Ultra/Extra Low Tar
☐ Light/Mild ☐ Medium ☐ Full Flavor

6. Do you usually buy it by the...?
☐ Pack ☐ Carton ☐ Both Ways

7. What, if any, was your previous brand?
_____ (Brand name)

8. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)
☐ Camel ☐ Cambridge
☐ Winston ☐ Marlboro
☐ Vantage ☐ Benson & Hedges
☐ Generic/Store Brand ☐ Salem
☐ Doral ☐ Virginia Slims
☐ Basic ☐ Other _____

9. How many packs of cigarettes did you smoke in the past 2 weeks? (Note: 1 carton = 10 packs)
Total # Packs _____

10. Of these total packs, how many were your regular brand and how many were other brands?
Regular Brand # Packs _____
Other _____ (Brand name) # Packs _____
Other _____ (Brand name) # Packs _____

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☐ Please receive my name from the Marlboro mailing list.

MOISTEN AND SEAL

MARLBORO ADVENTURE TEAM 40 BONUS MILES

VOID

This gear offer is only good in U.S. and is open to smokers 21 years of age or older. Void in Kansas, Wyoming and where otherwise prohibited. Marlboro Adventure Team Miles must be redeemed by August 31, 1993. Postage and handling will be required with gear merchandise orders. Obtain complete details in any Official Marlboro Adventure Team Gear Catalog.

No copied or reproduced certificates accepted. Only one coupon per person allowed.

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ADVENTURE TEAM
Marlboro
TAKING ON THE AMERICAN WEST

P0003905

MANUFACTURER'S COUPON EXPIRES 6/31/93

$3.00 OFF A CARTON of any style Marlboro

02099

VOID

5 28200 12287 7

Consumer: Limit—one coupon per store visit. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus $1 handling and postage provided you and the consumer have complied with the terms hereto. Void where submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., P.O. Box 7500, Kankakee, IL 60902.

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MANUFACTURER'S COUPON EXPIRES 6/31/93

$3.00 OFF A CARTON of any style Marlboro

02098

VOID

5 28200 12287 7

Consumer: Limit—one coupon per store visit. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Philip Morris will reimburse you the face value of this coupon plus $1 handling and postage provided you and the consumer have complied with the terms hereto. Void where submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., P.O. Box 7500, Kankakee, IL 60902.

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P.O. BOX 23720
KANKAKEE, IL 60902-3720

Presorted
First Class Mail
US Postage Paid
SKOKIE, IL 60077
Permit No. 53

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Sample A. Sample
1234 Any Street
Any Town, USA 00000

DM 157 P0003902
MARLBORO ADVENTURE TEAM
SUPPLEMENTAL DIRECT
SELF MAILER
LETTER/COUPON/SURVEY/CATALOG REQUEST FORM

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